



ACCEPTANCE OF AN INNOVATION TOWARD PERFORMANCE WITHIN PROJECT-BASED INDUSTRY

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ABSTRACT

This study is to determine acceptance an innovation towards performance in project-based company and identify an obstacle on acceptance an innovation in project-based company. Both of the objectives have huge influence to project based industry. Therefore, acceptance innovation give an impacts towards the project based industry/company. The obstacles can affected the project based company difficult to accept new technology. The population of this study is 75 of selected contractor under Grade 7 registered with Construction Industry Development Board of Malaysia (CIDB) at Kuantan, Pahang Darul Makmur. The sample size is use as the units of analysis, 63 selected contractors which were from executive position was selected. In conducting this study, random sampling survey method was being used and this questionnaires survey was distributed to respondent by email and face to face. For the data analyzing, this data was carried out by using Descriptive statistic is drawn from Statistical Package Social Science (SPSS) outputs. The finding from this study shows that an obstacle cause of the project based company refuse to accept an innovation.

INTRODUCTION

Innovation is the new area where the business projects to increase their income with develop new change used the innovation. But to develop new change it will have challenges that the project manager need to overcome. Innovation in project-based is common technology nowadays, but for accept the new technology is something difficult to organization adopt it.

RESEARCH OBJECTIVES

1. To determine acceptance an innovation toward performance in project-based company at Kuantan.
2. To identify an obstacle on acceptance an innovation in project-based company at Kuantan.

SCOPE OF THE RESEARCH

Using survey techniques to collect and analysis the data toward the selected respondent who work in construction companies that located in Kuantan, Pahang.

Population (N) : 75
Sample size (s) : 63

CONCLUSIONS

This research achieve their objective and the research questions. An acceptance innovation is still difficult to all project-based industry to implement or use it and its also have obstacles to all company to accept new innovation in project based industry where the respondent think fair that the company stuck too much in tradition (old style).

PROBLEM STATEMENTS

Innovation
rapidly growth



Malaysia still lack in
applying an innovation



Enhance the
performance level

RESULTS

Table 1: Average Index Range

Rating Scale (5-Pts Scale)	Average Index Range	Attributes Of Indexes	
		Average Index	
		(Muhd Zaimi Abd. Majid & Mccaffer, 1997)	
1	$0.00 \leq A_i < 1.50$	Very Not Agree	Least Frequent/Not Ever
2	$1.50 \leq A_i < 2.50$	Less Agree	Less Frequent/Ever
3	$2.50 \leq A_i < 3.50$	Fair	Fair/Sometimes
4	$3.50 \leq A_i < 4.50$	Agree	Frequent
5	$4.50 \leq A_i < 5.00$	Very Agree	Very Frequent

Section B is to answers the first objective which will determine acceptance innovation toward performance in project-based company.

Section B	Mean	Rank
Organization produce a new product or new methods of production related with innovation.	2.48	1
Company possesses a clearly formulated innovation strategy	2.20	2
The organization possesses a fault-tolerant culture	2.20	3

Section C, the questionnaire was focus on the rank the obstacle on acceptance of an innovation in construction industry.

Section C	Mean	Rank
Company stuck too much in tradition (old style)	2.58	1
Company avoids taking risk in order to protect current business	2.28	2
Clear guidelines for choosing between buying ready, developing internally, recruiting development services, or developing in partnership with another institution	2.23	3

RECOMMENDATION

For future research, need to know why they cannot accept the innovation in project-based company. Therefore, in this era, all business or project-based company need to use or apply new innovation that can attract the customers or can cause the project become short duration, but high quality of their products.